

**WCCO-TV QUARTERLY ISSUES/PROGRAMS REPORT  
PERIOD JANUARY 1 THROUGH MARCH 31, 2013**

**ATTACHED ARE LISTINGS OF BROADCASTS OR BROADCAST SEGMENTS WHICH, IN THE STATION'S JUDGEMENT, REFLECT THE STATION'S MOST SIGNIFICANT TREATMENT OF ASCERTAINED COMMUNITY ISSUES DURING THE PERIOD JANUARY 1, 2013 THROUGH MARCH 31, 2013.**

**PROGRAM INDEX:** *"WCCO 4 News"* is a regularly scheduled half-hour newscast at 5:00, 6:00 and 10:00 p.m. Duration of stories listed in this report range from 1 to 12 minutes.

**"60 MINUTES"** is a regularly scheduled one-hour CBS News magazine show. Segments run approximately 12 minutes.

**"48 HOURS INVESTIGATES"** is a regularly scheduled one-hour CBS News magazine show. Segments run approximately 12 minutes.

CONSUMER: Tax Increase, Xcel Hike, TurboTax

**January 22, 2013, WCCO 4 News, "Tax Increase"** – Soon Minnesota shoppers could see an increase in clothing tax. Under Governor Dayton's budget proposal, every individual item of clothing more than \$100 would be taxed at a reduced 5.5 percent. But some retailers say that no matter how low the tax percent is, it would jeopardize out-of-town sales. The Mall of America brings in roughly 17 million tourists annually and 40 percent of those people come from out-of-town specifically because there is no sales tax on clothing. **February 11, 2013, WCCO 4 News, "Xcel Hike"** – Xcel Energy announced that the company will enforce an interim rate hike of 10.7 percent on all residential customers' electric bills. The interim rate hike will generate roughly \$285 million to pay for infrastructure improvements. According to the vice president of rates and regulatory affairs at Xcel, the rate hike will add roughly \$8 per month to the average residential customer's electric bill. **March 08, 2013, WCCO 4 News, "TurboTax"** – The Minnesota Department of Revenue is warning anyone who used a popular tax filing software that an error in the system may have caused miscalculations. The department learned of the numerous problems found in Intuit Products such as TurboTax last week. The error in the system may have caused issues ranging from property tax miscalculations to misdirected political donations. A spokesperson for the department says roughly 14,000 taxpayers will be affected by the error and encourage residents to file their returns electronically, which makes it easier to track and alert the taxpayer of any problems.

CRIME AND PUBLIC SAFETY: University Crime, Diaper Calls, ATM Thieves

**January 23, 2013, WCCO 4 News, “University Crime”** – According to recent statistics, serious crime at the University of Minnesota continues to drop every year. Overall crime at the university dropped 20 percent from 2011 to 2012. The deputy chief of the University Police Department believes the decrease in crime is attributed to an increase in on-campus police officers, use of personal access cards and the installation of 2,500 surveillance cameras. The university also points out that alcohol offenses dropped considerably last year – by nearly 40 percent. **February 19, 2013, WCCO 4 News, “Diaper Calls”** – The Sibley County Police Department is investigating several incidences where a man claiming to work for Pampers called into day care facilities inquiring about the children inside. Day care providers say the man called claiming that the provider had won free diapers. He then proceeded to ask specific questions about the children being cared for. Overall, seven similar calls have been reported along with two reports of a suspicious individual snapping photos from a vehicle parked outside of day cares in Sibley County. **February 19, 2013, WCCO 4 News, “ATM Thieves”** – In the past two weeks, robbers in the Minneapolis’ Bryn Mawr neighborhood have stolen two ATM machines from two separate businesses in smash-and-grab thefts. In one of the robberies, the thieves drove a truck into the business, strapped a rope around the ATM and then peeled off dragging the machine behind. Both companies say they plan to step up security and caution other business owners to do the same.

GOVERNMENT: Mayo Expansion, Marriage Equality, Young Professionals

**January 30, 2013, WCCO 4 News, “Mayo Expansion”** – The Mayo Clinic, Minnesota’s largest private employer, pressed state lawmakers Wednesday to commit to more than \$500 million towards an ambitious development project tied to the renowned medical center in Rochester. The proposal includes projections that the publicly aided expansion will lead to as many as 45,000 new jobs in the next 20 years and leverage more than \$5 billion in private investments. The plan envisions a public cost of \$585 million, some of the responsibility on the city and some falling to the state. The state’s contribution would come in the form of diverted tax dollars. Governor Mark Dayton praised the goal of the expansion but stopped short of endorsing the plan. **February 27, 2013, WCCO 4 News, “Marriage Equality”** – For the first time in Minnesota history, a bill that allows same-sex couples to marry in Minnesota will be introduced in the state House and Senate. The bill aims to repeal Minnesota’s 1997 law that prohibits marriage between couples of the same sex. Sponsors say the bill will exempt churches from being forced to perform same-sex weddings. If the bill passes, same-sex marriage will become legal August 1st of this year. **March 30, 2013, WCCO 4 News, “Young Professionals”** – According to St. Paul Mayor Chris Coleman, young professionals are the city’s future. In his State of the City address, the mayor said his office is working on a plan to bring more young professionals to the city. A big draw for Minnesota youth and young professionals is transportation and education. A few ways in which the mayor’s office is hoping to appeal to the younger demographic is by adding more downtown bike lanes, remain committed to closing the achievement gap in the city’s public schools and expand metro transit. Aside from bringing in more young professionals, the mayor says the plan is also about making the town more business friendly.

## HEALTH: Visitor Restrictions, Breast Cancer Enzyme, HeartSavers

**January 9, 2013, WCCO 4 News, “Visitor Restrictions”** – With many Minnesota counties being hit the hardest with the flu, some hospitals are now imposing visitor restrictions to combat the outbreak. The South Central Healthcare Coalition, a group of 15 area hospitals and clinics, has enforced tighter patient visitor rules. The new, stricter rules include: visits are limited to immediate family only, a maximum of two family members per patient and anyone sick will be prohibited from entering the facility.

**February 6, 2013, WCCO 4 News, “Breast Cancer Enzyme”** – Scientists at the University of Minnesota say they have made a breakthrough when it comes to what causes many breast cancer cases. The biochemistry team says they have discovered a particular enzyme to be overexpressed in the majority of breast cancer cases. This enzyme causes mutations found in about half of all breast cancer patients. It is now the team’s goal to figure out why and how that enzyme mutates into cancer. While more research is needed, it could mean breakthroughs in breast cancer development over the next several years. **March 27, 2013, WCCO 4 News, “HeartSavers”** – New technology developed by a local doctor at the University of Minnesota is now being used to help prevent heart attacks. The company, HeartSavers, has taken the technology and started conducting the Cardio 101 test. The test first measures the patient’s blood pressure to see if there is any thickening in the arteries. Then an elasticity reading of the small and large artery is conducted which provides a glance into the heart’s future health. Since the test will provide a better understanding of the individual’s future heart health, patients can bring the findings to their primary physicians for review.

## DIVERSITY: Racial Incident, Fire Academy

**January 22, 2013, WCCO 4 News, “Racial Incident”** – A group of Minneapolis parents and community activists are expressing their anger over a racial incident which involved a black doll hung from a school stairwell. Even after the students involved were suspended and expelled, parents are saying that Minneapolis schools are not doing enough in the aftermath of the incident. The group of parents and activists are demanding to see school records regarding the incident and pushing for further education on the history of lynching and other violent acts against African Americans. **February 19, 2013, WCCO 4 News, “Fire Academy”** – A Minneapolis Fire Captain recently applied for and won a \$20,000 grant geared towards connecting communities. The captain’s goal is to improve the fire department’s relationship with the Somali community and reduce the number of misunderstandings that occur each year. According to Captain Tracy Moore, her unit received 110 calls last year for emergency medical response, many of which were for minor incidences such as headaches or a cut finger. With the funds from the grant, Moore has started a fire academy for teenagers from the Somali community where they learn what firefighters do and share that knowledge with their parents and siblings. At the completion of the academy every student will be CPR and first aid certified.

## ENVIRONMENT: Swan Populations, Canada Goose Hunt, Drought

**October 15, 2013, WCCO 4 News, “Swan Populations”** – Once endangered, hundreds of trumpeter swans can now be seen along the St. Croix River, but bird enthusiasts are concerned for the swans’ health after lead has been revealed beneath the ice and water. Because the birds depend on gravel to aid them in digestions, researchers say the birds are more likely to ingest the lead sinkers, which are used in fishing, when mixed with the gravel. The director for the Wildlife Rehabilitation Center of Minnesota anticipates seeing between 20-40 birds this year, with only half likely to return to the wild.

**February 25, 2013, WCCO 4 News, “Canada Goose Hunt”** – The Department of Natural Resources is considering moving up the start date of the goose hunting season from September to August. They say the Canada goose population is at an all-time high in the state, with more than 400,000 birds. The birds are known to easily take over several soybean fields in just a couple days which means that lowering the goose population could actually help Minnesota soybean farmers with their spring planting. The department says that the reasoning behind the change is conservation.

**March 28, 2013, WCCO 4 News, “Drought”** – The Minnesota Department of Natural Resources says the state’s water supply is under extreme stress and is becoming a concern. According to records, some Minnesota lakes have seen water levels decrease by two to five feet. Officials say it’s not just the severe drought that is causing the concern. An increase in metro population and agricultural irrigation in rural Minnesota have put stress on the state’s water supply. Overall, funding used to study the problem has decreased more than 30 percent in the last 10 years and DNR officials are hoping to receive government funds to finance the research.

**WOMEN: Birthing Center, Sex Trafficking, Dress for Success**

**February 4, 2013, WCCO 4 News, “Birthing Center”** – Mothers and newborns in the Twin Cities now have access to a new high-tech birthing center thanks to Abbott Northwestern and Children’s Hospitals and Clinics. The two have combined forces to introduce the new Mother Baby Center. The 96,000-square-foot facility has just about anything a mother-to-be could ask for: 13 labor and delivery rooms, dozens of postpartum beds, a new integrated operating room, huge whirlpool tubs for water births, a celebration plaza and many other comforts of home.

**March 23, 2013, WCCO 4 News, “Sex Trafficking”** – A media blitz is underway to draw attention to a need for housing to deal with the growing number of women being sold for sex. The CEO of The Women’s Foundation of Minnesota says that victims lack options for a safe place to stay. Currently there are only four shelter beds across the state designated for sex trafficking victims. The “MN Girls Are Not For Sale” radio campaign is in support of the Safe Harbor for Sexually Exploited Youth bill that is currently making its way through the state legislature.

**March 26, 2013, WCCO 4 News, “Dress for Success”** – Dress for Success, a St. Paul organization, is offering women in financial need the opportunity to obtain clothing suitable for a job interview. The organization sets up an interview appointment in which women are fitted with a head-to-toe outfit for their job interview. If they receive a job, the organization will reward them with a week’s worth of business attire for free. The goal of the program is to help women without financial means have what they need to feel confident while searching for a job.

## YOUTH AND FAMILY: Homeless Survey, We Day, ACT Prep

**October 11, 2013, WCCO 4 News, “Homeless Survey”** – A new survey being conducted in Hennepin County is looking to gather data and information on homeless youth. Up until now the county has not had a good way to measure the number of youth without a stable home, but they estimate that between 500-1000 people under the age of 25 do not have a place to live. The idea behind the new survey is to turn anecdotes into data that can be used for better services. The results of the surveys are due to the federal government in April. **February 6, 2013, WCCO 4 News, “We Day”** – We Day

organizers, with the help of the Jonas Brothers and Mia Farrow, dropped by a metro area high school to announce that the star-studded youth service initiative is coming to Minnesota. The event will take place on October 8<sup>th</sup> and is only the second city in the United States to host the event. The purpose of the event is to get youth in the Minneapolis area motivated to serve. In order to secure a ticket, students must earn them by taking part in both local and global service projects. The Jonas Brothers will join former Soviet Union President Mikhail Gorbachev as hosts for the We Day event.

**March 20, 2013, WCCO 4 News, “ACT Prep”** – With spring and summer ACT, SAT test dates just around the corner, many metro area organizations are offering prep classes for high school juniors and seniors. Minnetonka High School is one metro school that has started offering free prep classes one week prior to the test date. A college advisor at the high schools says that the prep course is used to help get students acquainted with the shape of the test, the content and potential questions. He also encourages students to take advantage of the many free study guides online such as Naviance – an online practice program offered by most Minnesota high schools. 70 percent of Minnesota students take the ACT rather than the SAT and experts recommend taking the tests in the spring of your junior year and then once, maybe twice, after that.